Vladyslav (Vlad) Budko

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SUMMARY

Product Manager with 10+ years building and scaling products from 0-to-1 across e-commerce, marketplaces, and AI. Track record of launching products that reach 23K+ users, managing teams up to 22 people, and driving revenue growth to $250K+ annually. Expertise in rapid product development, user acquisition, and cross-functional team leadership.

EXPERIENCE

MyWhy Inc. (AI Therapy Platform) | Co-Founder & Product Manager

Dec 2023 - Present | San Francisco, CA

- Launched AI therapy application (Web/iOS/Android) with 173+ registered users in 5 months
- Built partner platform with referral system, analytics, knowledge base with AI chat, and automated payouts (50+ active partners)
- Managed product development from concept to launch across mobile and web

Real Estate Marketplace | Chief Product Officer

Jan 2020 - Oct 2021 | Dnipro, Ukraine

- Launched real estate marketplace from 0-to-1 in 4 months, managing cross-functional team of 11
- Designed product architecture, technical specifications, and coordinated rapid feature releases
- Hired and trained cross-functional team of 11 (engineering, sales, operations) in one month
- Implemented analytics and performance tracking system improving team productivity by 27%

Marketing & Growth Agency | Product Manager

Jan 2017 - Dec 2019 | Warsaw, Poland

- Built and launched 56 landing pages for product validation and market testing across multiple verticals
- Drove 23,000+ user acquisitions through systematic A/B testing and conversion optimization
- Managed $120K in marketing campaigns, optimizing CAC and conversion metrics
- Developed analytics infrastructure (Google Sheets + JavaScript) improving operational efficiency by 62%

E-Commerce Platform (Apparel & Home Goods) | Co-Founder & Chief Product Officer

June 2014 - Dec 2017 | Dnipro, Ukraine

- Co-founded and scaled e-commerce business from concept to 126,000+ active customers and 22-person team
- Grew daily order volume from 20 to 180 orders through product optimization and marketing strategy
- Implemented CRM system (AmoCRM) and sales processes, increasing conversion rate from 55% to 82%
- Led product, operations, and vendor management; successfully exited via equity sale
- Achieved $250K+ annual revenue at peak; drove 400% revenue growth in 2016

EDUCATION

Dniprovskyi Industrial College | Bachelor's in Management and Personnel Administration | GPA: 3.7/4.0 *Mar 2010 | Dnipro, Ukraine*

SKILLS

Product & Strategy: 0-to-1 launches, roadmap planning, user research, A/B testing, product analytics, go-to-market strategy
AI & Development: Rapid prototyping with AI-assisted development (Claude Code, GitHub Copilot, Cursor), API integration (OpenAI, Anthropic, Google AI), Python, JavaScript, Flutter/Dart
Cloud & Infrastructure: Google Cloud Platform (Firebase, Cloud Functions), Azure, AWS basics, database design (SQL, PostgreSQL)
Product Tools: Figma, Linear, Jira, Mixpanel, Amplitude, PostHog, GitHub, Slack
Languages: English (Fluent), Russian (Native), Ukrainian (Native), Polish (Conversational)